



Home Base Iowa (HBI) Website & Program Overview

Nov 2016

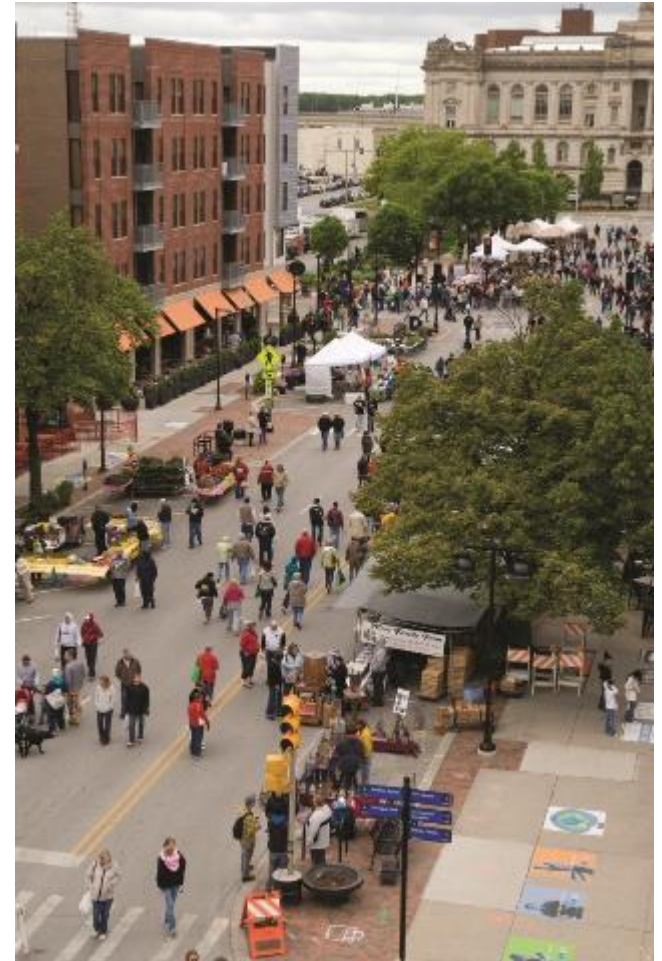
Why do we need Home Base Iowa?

- Iowa has more jobs than people; and we are looking to continue with business growth and expansion
 - Specifically semi-skilled and skilled jobs
- Nearly 25% of the workforce in Iowa is around age 55 or older
- Over 200,000 people exit active duty annually and 83% have directly transferable skills
- 80% of veterans leaving the military would move anywhere for the right job



Program Overview

- **Vision:** Making Iowa the “State of Choice” for veterans and transitioning service members for employment, education and/or continued service in communities which are welcoming, affordable, safe and family-friendly
- **Mission:** Provide veterans and transitioning service members and their families with opportunities and benefits for a successful transition in Iowa — a place to call home



What does that mean?

- Home Base Iowa connects the dots between businesses, communities, higher education and statewide veteran service organizations
- The program acts as a liaison between veterans and businesses to help veterans find great careers and also help Iowa businesses find great employees
 - **Iowa Workforce Development, Federal/State VA and HBI Businesses are important partners for success**
- As a public/private partnership HBI develops and executes the regional marketing strategy for all veteran opportunities within the state of Iowa
 - **Highlighting opportunities and resources for all veterans**



HOME BASE COUNTY



COUNTY
BUSINESS PARTNER



COUNTY
CHAMPS PARTNER



HOME BASE CITY

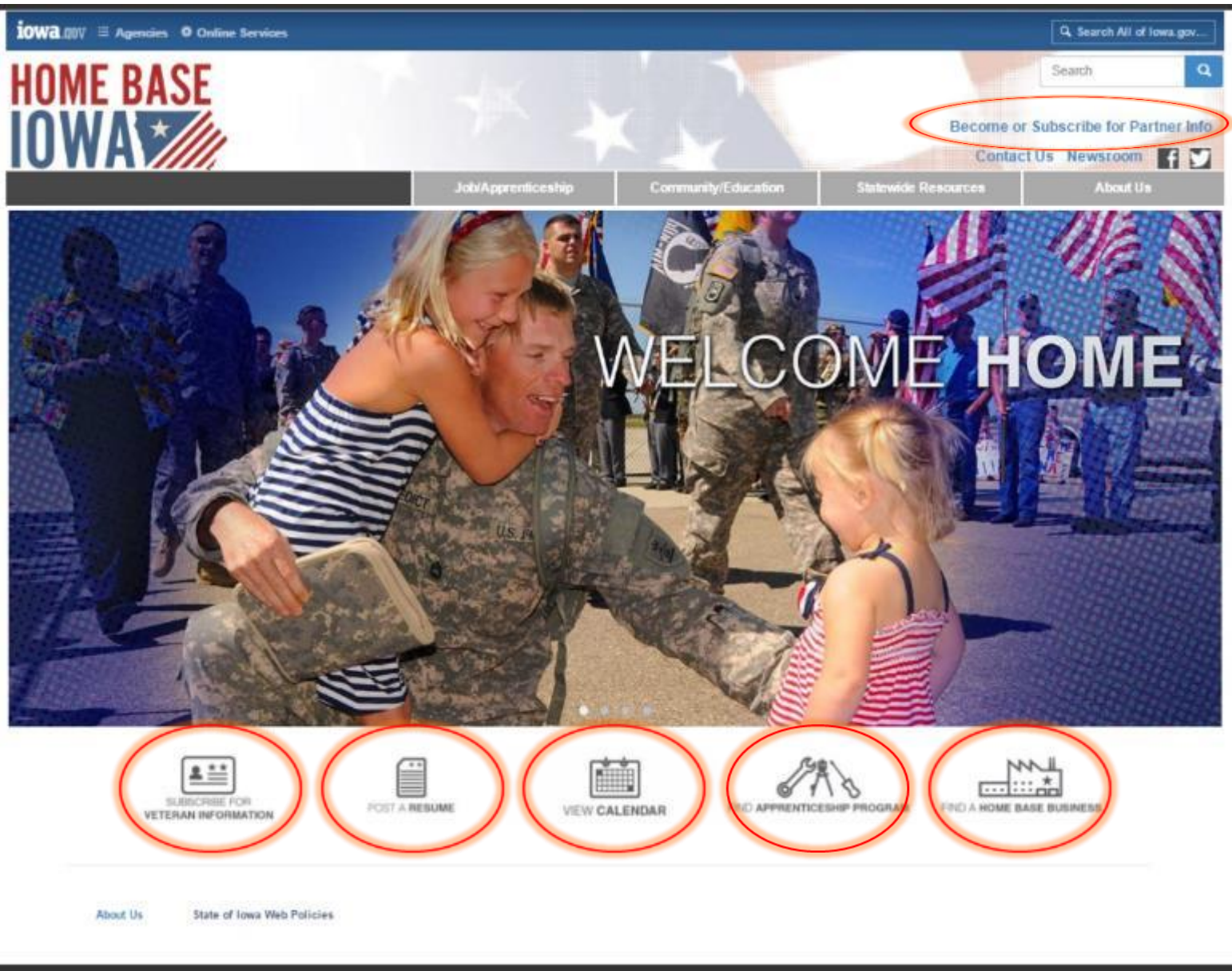


HBI Website Priorities

- The website has three primary attributes:
 - Simple, user friendly format for veterans (especially those who have never been here)
 - Highlight the following opportunities in Iowa;
 - Jobs & apprenticeship programs
 - HBI partners & resources
 - Businesses
 - Communities
 - Education
 - Provide easy access to HBI partners for collaboration and information sharing



Clean and Simple Format



Veteran Subscribers & Resumes

- Veterans can subscribe for information about jobs, upcoming events and veteran relevant information
 - Currently we have over 450 subscribers
- HBI collects information using a web form to help veterans connect with employers
 - Over 200 resumes have been submitted



Most common veteran resume categories



Transitioning off active duty

Challenges:

1. Un-realistic salary expectations
2. Language & culture disconnect between military & civilian
3. Might take first job offered to provide for family

Benefits:

1. Primed or ready for leadership roles
2. Disciplined, loyal, task oriented & great work ethic
3. Fresh perspective with real world experience

Guard & reserve

Challenges:

1. Possible deployments
2. Unable to work all weekend schedules & may need to do seasonal training
3. Possible extension of training without adequate notice

Benefits:

1. Primed or ready for leadership roles
2. Disciplined, loyal, task oriented & great work ethic
3. Broad life & work experience

Retiring & retired

Challenges:

1. Un-realistic salary expectations and job responsibilities
2. Language & culture disconnect between military & civilian
3. May be steadfast in their belief systems

Benefits:

1. Easily step into most leadership roles & most are very experienced managers
2. Understands chain of command & "big picture"
3. Broad experience with fresh perspective

Veterans changing jobs

Challenges:


1. Difficulty transitioning to civilian culture
2. Failure to see the benefits & opportunity
3. Low motivation due to the position & might experience depression


Benefits:



1. Pay & responsibility meets expectations
2. Motivated about job prospect & increased production
3. Position is a good "fit"

*Other categories: re-entry veterans & part-time/volunteer work veterans


Job / Apprenticeship Page






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[Job/Apprenticeship](#) [Community/Education](#) [Statewide Resources](#) [Success Stories](#)




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VETERAN INFORMATION




POST A RESUME



VIEW CALENDAR




FIND APPRENTICESHIP PROGRAM




FIND A HOME BASE BUSINESS

HBI Find a Job


[View published](#) [New draft](#) [Moderate](#)




FIND APPRENTICESHIP PROGRAM




STATE EMPLOYMENT




38.7%
OF IOWA EMPLOYERS
PREFER TO HIRE
VETERANS



34,718
AVERAGE DAILY
JOB VACANCIES
IN IOWA




CONTINUED IOWA GUARD SERVICE



FIND A HOME BASE BUSINESS

Revision state: *Published*
Most recent revision: *Yes*
Actions: *Unpublish this revision*

[About Us](#) [State of Iowa Web Policies](#)



iowa.gov |
 [Agencies](#) |
 [Online Services](#)

Search All of Iowa.gov...

HOME BASE IOWA

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JOB / APPRENTICESHIP
FIND A COMMUNITY
EDUCATION
VETERANS RESOURCES

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VIEW CALENDAR

FIND APPRENTICESHIP PROGRAM

FIND A HOME BASE BUSINESS

HBI Business Listing

Home Base Iowa (HBI) Businesses are the centerpiece of the Home Base Iowa effort. If you have served and are looking for a career in Iowa, research any of the over 1,200 Home Base Iowa Businesses. All of them have committed to hiring transitioning service members and veterans for semi-skilled and skilled positions in Iowa.

Many of these businesses actively attend job fairs to recruit veterans for employment. Based on an Iowa Business Council report, the program has already provided over 2,300 jobs for veterans. HBI businesses also provide donations to assist with marketing efforts. These funds are essential to increase program awareness, highlight opportunities and help connect veterans directly with Iowa employers.

Below is the complete list of HBI businesses. You can search by company name, city, county or primary industry. Businesses that are statewide may include the term "statewide" for city and/or county.

The companies which have donated to the partnership are identified as "star donors" after the company name. 5 Star donors have donated over \$20k, 4 Star donors have donated between \$15-20k, 3 Star donors have donated between \$10-15k, 2 Star donors have donated between \$5-10k and 1 Star donors have donated less than \$5k. We are very thankful for all our donor support which helps make our outreach successful.

Company Contains

Cities Contains


Counties Contains

Primary Industry Contains

Apply
Reset

Company Name	Cities Served	Counties Served	Primary Industry	Company Website
185th Air	Sioux City	Woodbury	Military	http://www.185arw.ang.af.mil

Veteran Centric Information on HBI Business Pages

 Agencies Online Services


Search All of Iowa.gov...


Search

HOME BASE IOWA

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Contact Us Newsroom






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FIND A HOME BASE BUSINESS

Rockwell Collins

At Rockwell Collins, we have a long history of respect for our veterans and value the contributions they make to our success. Because we recognize and share their commitment to integrity, hard work and excellence, we actively recruit and hire veterans.

Address: 400 Collins Rd NE
City: Cedar Rapids
State: IA
Zip: 52498
Company Website: <http://rockwellcollins.com>

Primary Contact

First Name: Seth
Last Name: Wear
Position: Manager, Talent Acquisition
email: seth.wear@rockwellcollins.com
Phone: 319.263.0065

Locations by County:
Winnishiek, Johnson, Jackson, Delaware, Linn


Locations by City:
Cedar Rapids, Decorah, Coralville, Bellevue, Manchester

Primary Industry: Aerospace & Defense

Additional Information:
We work hard to make our facilities welcoming and inclusive for all our transitioning vets by supporting a special military and transitioning employee resource group, as well as a special program that promotes on-campus mentoring between a student veteran and employee veteran. So when you join the Rockwell Collins team, you will know you are building your career with an organization that shares your values and values your service.

Highlights:
Nominated for the Freedom Award, the U.S. Department of Defense's highest award for support of the National Guard and Reserve;
Named in the 2015 Top 25 Military Friendly Supplier Diversity Program by the National Veteran-Owned Business Association;
Named in "10 Best Corporations for Veteran-Owned Businesses" by the National Veteran Owned Business Association;
Recognized as a "Military-Friendly Employer" by G.I. Jobs magazine for the past four years;
Named in "Top 10 Companies for Veterans" by DiversityInc for the past two years

There are currently over 1400 HBI Businesses which have committed to hiring over 7500 veterans



Community & Education Page



SUBSCRIBE FOR VETERAN INFORMATION



POST A RESUME



VIEW CALENDAR



FIND APPRENTICESHIP PROGRAM



FIND A HOME BASE BUSINESS

Find a Community and Education Resources

Statewide Community & Education Veteran Resources by County

Iowa is known for its friendliness and welcoming nature. Wherever you land, you'll be at home! Many Iowa counties and cities have gone the extra mile for veterans and transitioning service members through becoming Home Base Iowa (HBI) Communities.

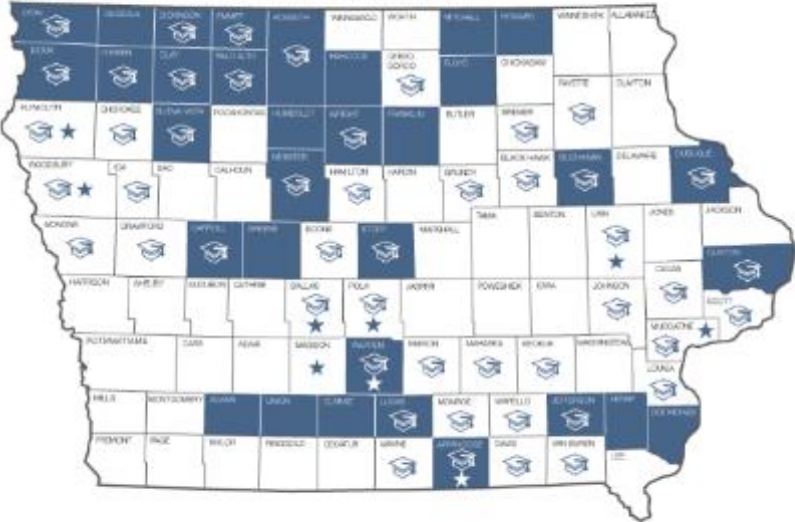
Certified Higher Academic Military Partners (CHAMPs) offer premium higher education incentives to veterans and their families. Participating CHAMPs schools are committed to assisting veterans and their family members as they continue their education.

At least 10 percent of eligible area businesses have committed to hire veterans in HBI communities; they offer resources from local veteran organizations, businesses, economic development organizations and their workforce development office. CHAMPs colleges and universities exceed expectations to support veterans and their families.

Learn more about all the resources are available in every Iowa county. The Iowa Department of Veterans Affairs, National Guard, Employer Support of the Guard and Reserve (ESGR), Iowa Workforce Development veteran services and the American Legion all play a role in assisting veterans and transitioning service members. Each county also includes Labor and Market Information (LMI) along with area specific HBI businesses and higher education partners.



Home Base Iowa Communities and CHAMPs



★ HBI CITY
■ HBI COUNTY
🎓 CHAMPs

HBI Counties, HBI Cities and CHAMPs campus locations are all highlighted.

Users can simply click on a county to find statewide and local resources.



Highlight HBI Communities

Warren County Veterans Resources

Warren County

About: Founded in 1918, Warren County covers a good portion of the state's population. Downtown Des Moines provides highlights such as the Des Moines Symphony, the Blank Park Zoo, the Iowa Events Center and much more. Take a stroll through Lake Ahquah State Park in Indianola or various farmers markets. As a Home Base Community since January 2015, Warren County has a strong commitment to veteran job placement, health care and education.

Date of HBI Establishment: January 2015

Cities: Ackworth, Bevington, Carlisle, Cumming, Des Moines, Hartford, Indianola, Lacona, Martensdale, Milo, New Virginia, Norwalk, Sandyville, Spring Hill, St. Mary's, West Des Moines

Website: Warren County

Contact: Kathy Panstorman / 515.981.1045

An Introduction to HBI Cities

Home Base Iowa (HBI) communities may offer incentives that stand alone or complement those offered through a county and statewide incentives. These cities offer veterans unique services and discounts for veterans who relocate into these communities and have completed a city council resolution supporting the program, provide an incentive/welcome package, ensure 10 percent of eligible businesses are HBI businesses and have the ability to purchase HBI signs. View a full list of all HBI cities.

Learn more about these cities:

- HBI City of Indianola
- HBI City of West Des Moines

Warren County - Iowa Department of Veterans Affairs

The Iowa Department of Veterans Affairs, with the support of citizens, recognizes and honors Iowa's veterans and their families by providing the highest quality programs, services and benefits. Each of Iowa's 99 counties has a Commissioner of Veterans Affairs and a county director. Veterans may wish to utilize the county office as the first point of contact.

County service offices assist veterans with compensation/pensions, medical care, military records, grave markers and veteran home loans. Some counties may also have dedicated funds to assist with temporary shelter/supplies, food/travel supplies, medical/dental, job placement, counseling and transportation. To learn more, visit the Warren County Veterans Office.

Iowa National Guard Family Services

The Warrior & Family Services Branch is a Joint Force initiative that provides assistance to all military families, regardless of branch or component, who find themselves beyond the support capability of active duty military facilities or their home units. The Warrior & Family Services Branch acts as a network that allows families to mutually support one another. By providing families with information, resources and support, the program strengthens both the unit and service members. To learn more about these services, visit Warrior & Family Services.

Iowa Employer Support of the Guard and Reserves (ESGR)

The Iowa ESGR team is comprised of approximately 100 dedicated volunteers and five full-time staff members prepared to engage, inform and support employers and reserve component members throughout the state. Iowa has a proud history of outstanding employer support for reserve component members. Today's team continues this tradition through a strong emphasis on "prevention through education". To learn more about these services, visit the Iowa ESGR.

There are currently
43 HBI
Communities with
10+ communities
in the process of
becoming Home
Base Iowa
Communities

HBI Counties and
HBI Cities are all
highlighted. HBI
Communities will
be able to adjust
their message and
collaborate with
resources.

HOME BASE
IOWA

ESGR
EMPLOYER SUPPORT OF
THE GUARD AND RESERVE

EVERY county has veteran resources, HBI will help connect the dots

Region 11 Iowa Workforce Development Information

Iowa is committed to providing quality employment services to veterans through VORNC Centers. Veteran Service Representatives, who are honorably discharged service members, coordinate all services provided to eligible veterans within the IowaVORNC system. They work with eligible veterans and clients of Veterans Administration Vocational Rehabilitation to:

- conduct productive job searches
- access job listings
- develop job interviews and resume writing skills
- help place eligible veterans in federally-funded employment and training programs
- monitor job listings from federal agencies and federal contractors to ensure veterans receive priority service in reference to these jobs
- provide intense services to meet the employment needs of eligible veterans

Contact the Veterans Service Representative for Region 11 area: WVDR11@iwd.iowa.gov

Individual Employment Services

Veterans who do not meet the criteria for Veteran Service Representatives may contact the regional IowaVORNC Center at:

430 E Grand Avenue
Des Moines, IA 50309
Phone: 515-281-9019
Email: Region11Web@iwd.iowa.gov



Non-Profit Veteran Support Organizations

The American Legion was chartered by Congress in 1919 as a patriotic, one-time veteran organization devoted to mutual helpfulness. It is a community-service organization which has reached nearly three million members, men and women, at almost 15,000 American Legion posts worldwide. These posts are organized into 66 departments – one for each of the 50 states, the District of Columbia, Puerto Rico, France, Mexico and the Philippines. The American Legion's national headquarters is in Indianapolis, with additional offices in Washington, D.C. The American Legion Department of Iowa is headquartered in Des Moines, Iowa. The Department Service Office is located in the Federal Building in Des Moines, with an additional office located in the VA Medical Center in Iowa City. Visit the [Iowa Legion](http://www.legion.org) or email: info@iowalegion.org



Region 9 Labor Market Information

The Workforce Needs Assessment survey is an annual employer survey conducted by Iowa Workforce Development. Employers are asked to provide information regarding both their current level of employment and their current and expected job vacancies. The goal of the survey is to collect data regarding the demand for workers and the skills required of workers, both statewide and regionally. View the [Region 9 County Report](#).



Warren County Business Partners

Home Base Iowa (HBI) businesses are the centerpiece of the HBI effort: veterans who have served and are looking for a career in Iowa can research any of the over 1,200 HBI businesses. All of the businesses have committed to hiring transitioning service members and veterans for semi-skilled and skilled positions in Iowa.

Many of these businesses actively attend job fairs to recruit veterans. Based on an Iowa Business Council report, the program has already provided over 2,000 jobs for veterans. HBI businesses also provide donations to assist with marketing efforts. View [HBI Job Openings](#) throughout the state and HBI businesses in Warren County.



COUNTY
BUSINESS PARTNER

An Introduction to CHAMPs

Iowa provides veterans, their spouses and dependents in-state tuition at Iowa's colleges and universities. Iowa has the resources and institutions to help you attain those goals. Certified Higher Academic Military Partners (CHAMPs) offer premium higher education incentives. In order for institutions to become a CHAMPs partner, at least nine out of 12 criteria in three categories must be met. Categories include transitional considerations, financial considerations and on-campus resources. These higher learning centers offer other on-campus support, consistent credit for military courses and provide special financial considerations. View a full list of all CHAMPs institutions in Iowa.

CHAMPs institutions in this county are listed below:



Simpson College


Every County Page has the following information:

- Generic county information
- Iowa Dept. Veteran Affairs
- National Guard services
- Iowa ESGR assets
- Workforce Employment
- American Legion
- Labor & Market Information
- HBI County businesses
- HBI CHAMPs schools

These webpages create the framework to connect the dots from national and state organizations and resources, down to local levels to provide more awareness and better collaboration. This will enhance access to what Iowa offers those leaving military careers for civilian opportunities.



Easy Partner Collaboration



Search

Become or Subscribe for Partner Info

Contact Us Newsroom

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EDUCATION

VETERANS RESOURCES

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FIND A HOME BASE BUSINESS

HBI Partner Information

Is your organization interested in becoming an HBI partner? We make it simple and straight forward. Please complete the online form for either HBI Business, HBI Community, HBI CHAMPS or Veteran Apprenticeship program; it's that easy. It's important to note you cannot save the document so we recommend you "copy and paste" the form into a word document. Once you have completed the document simply "copy and paste" it back into the form. This allows you to keep a copy of your submission. Once you have completed the document you will be redirected to the subscription link which provides program updates and information via email.

Additionally if you are simply interested in receiving Home Base Iowa information regardless of being a HBI Business, HBI Community or HBI CHAMPS simply scroll down to the Home Base Iowa Subscription section to quickly sign up for program updates and information.

Thank you very much for your support of the Home Base Iowa program.

Home Base Iowa Business Partner

Complete this [online form to become \(or update\)](#) as a Business Partner and subscribe for HBI information. The information submitted is updated in a timely manner on the website and provides valuable information to veterans.

RESOURCE: The United States Department of Labor has published a [Veterans Hiring Toolkit](#) which is an excellent resource for employers looking to hire veterans.

NOTE: As an HBI Business you can post your jobs through [Iowa Workforce Development](#) on the [Business Services](#) page.

Home Base Iowa Community Partner

Complete this [online form to become \(or update\)](#) as a Community Partner and subscribe for HBI information. The information submitted is updated in a timely manner on the website and provides valuable information to veterans.

Home Base Iowa Education Partner



Complete this [online form to become \(or update\)](#) as a Education Partner and subscribe for HBI information. The information submitted is updated in a timely manner on the website and provides valuable information to veterans.

Home Base Iowa Apprenticeship Form

Complete this [online form to highlight \(or update\)](#) your veteran apprenticeship program and subscribe for HBI information. The information submitted is updated in a timely manner on the website and provides valuable information to veterans.

Home Base Iowa Subscription

Sign up to receive for HBI information



Simple user friendly format to become or update your information and stay current on HBI events. Resources and information are easily accessible

Partner Information

- HBI Business
- HBI Community
- HBI CHAMPS
- GI Bill Apprenticeship
- Subscribe for info

Information Sharing

SUBSCRIBE FOR VETERAN INFORMATION

POST A RESUME

VIEW CALENDAR

FIND APPRENTICESHIP PROGRAM

FIND A HOME BASE BUSINESS

Month Week Day Year

[view list format](#)

Submit an event for calendar

September 2016

« Prev

Next »

Select categories - if none are checked, all events appear

☐ Local job fairs - within the state of Iowa

☐ Regional job fairs - within an 8 hour drive of central Iowa

☐ National job fairs - within the continental United States

☐ Local Veteran Educational Events

☐ HBI Community/Marketing Events

☐ Other

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
				Congressman David Young Veterans Fair	Lucas County Home Base Iowa Designation Event	
				Twin Cities Medal of Honor Convention Hiring Expo with Minnesota Twins		
4	5	6	7	8	9	10
		SBH Boots to Business Reboot	Rock Island Arsenal Employment Event		WI Mental Health Summit	Clinton County Home Base Iowa Designation Event
11	12	13	14	15	16	17
	22nd Annual National Disabled Veterans Tee Tournament					
			IowaWORKS Career Fair	City of Waukee Home Base Iowa Community Designation Event	Veteran Association and Resource Fair	
18	19	20	21	22	23	24
		Fort Hood Career Fair	Veterans Career and Resource Fair	The Journey to Your Vision Seminar	Portawaukee County Veterans Affairs Open House	
25	26	27	28	29	30	1
	7th Annual Iowa Statewide Veterans Conference			The Wall That Heals Hiring and Education Fair		
				Central Iowa Building Trades Job Fair		

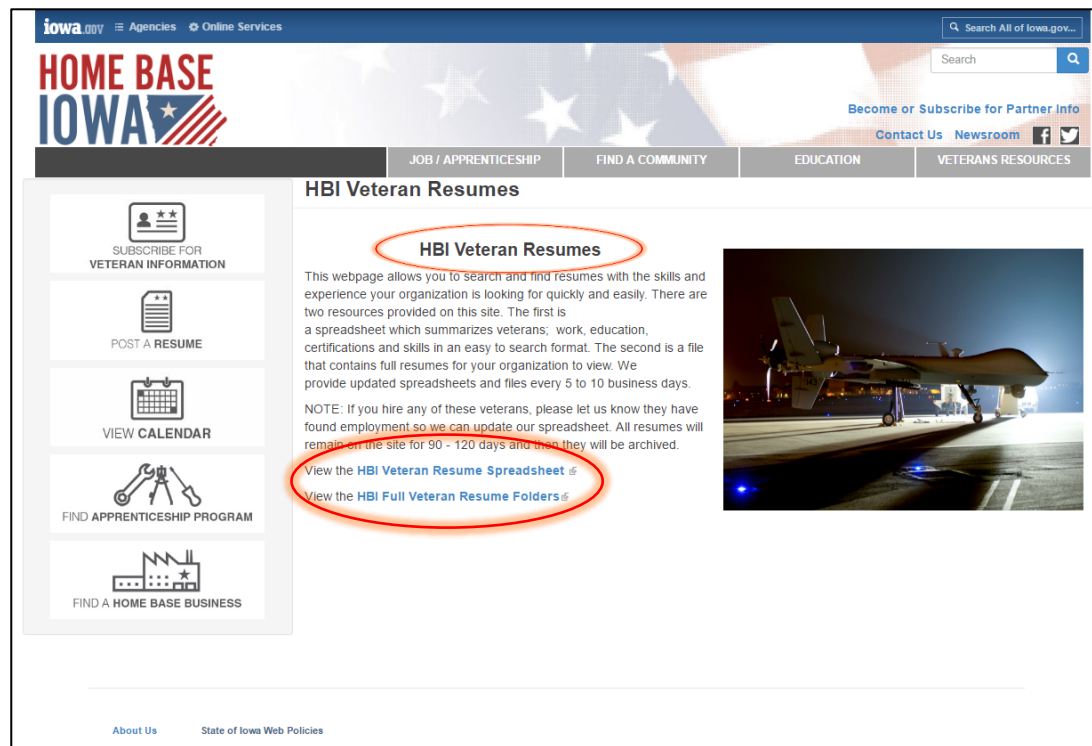
HBI calendar is a resource for quickly finding information

Categories

- Local job fairs
- Regional job fairs
- National job fairs
- Education events
- Community events
- Other

Resume Sharing

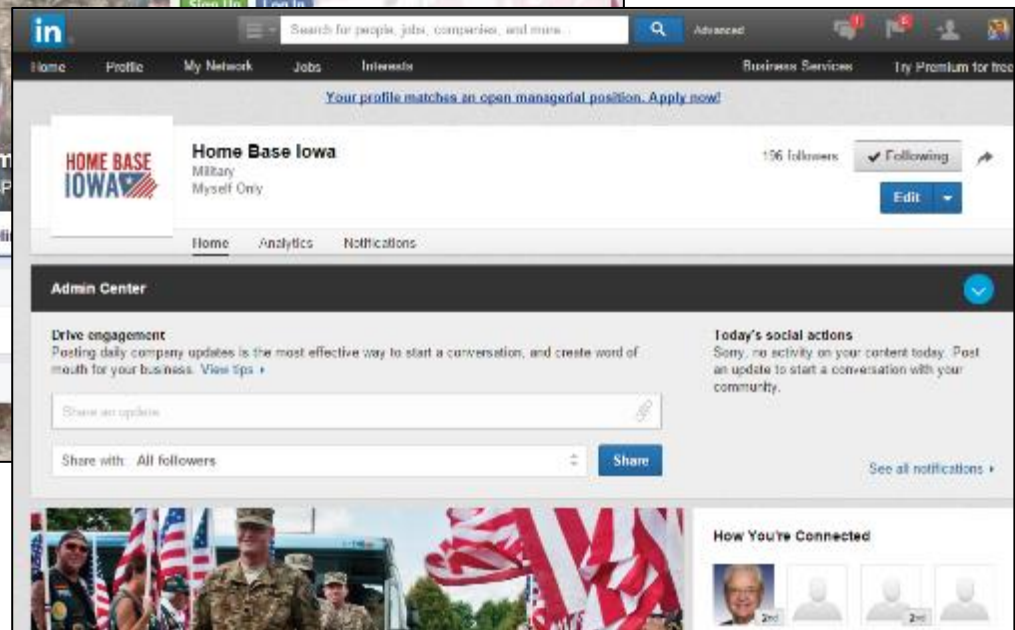
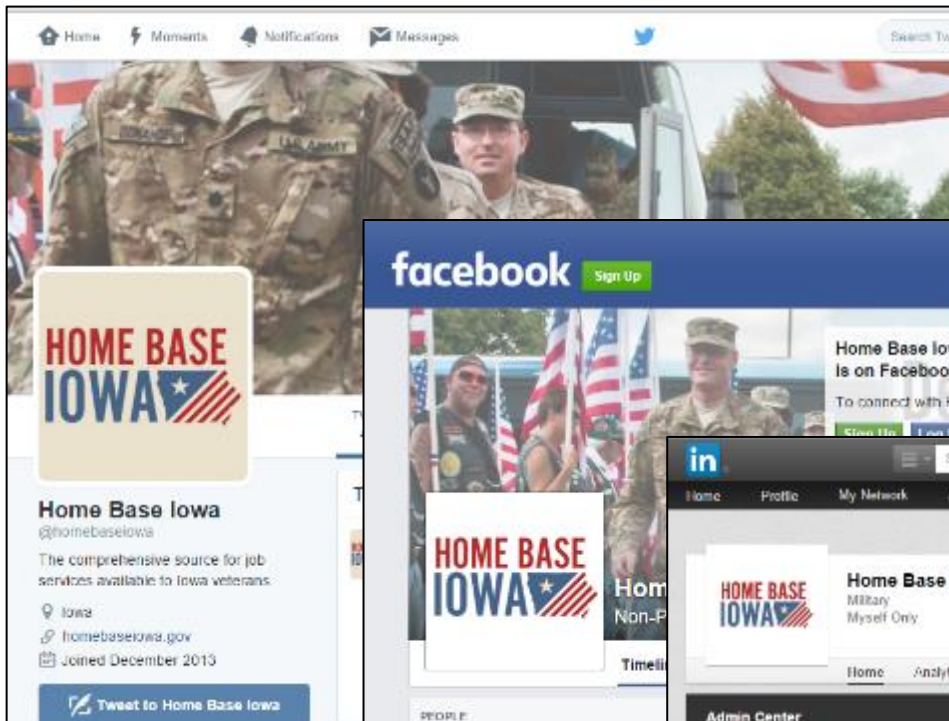
- Veteran resumes can be accessed at the link below by HBI businesses
- Within the next 60 days HBI will have an automated resume feature; similar to the “Find a HBI business” except “Find a HBI veteran”



<https://www.homebaseiowa.gov/hbi-veteran-resumes>



Twitter/Facebook/LinkedIn



Home Base Iowa Priority Items

- HBI staff includes
 - 2 full time employee, 2 interns and 1 volunteer
- Priorities for the program
 - Improve automation, build multiple points contacts/resources
 - Process improvement with engagement
 - Generate more resources for marketing and outreach
 - Targeted marketing at key regional military installations



Thank you very much for your support!

Questions?



Your next deployment. Is home.

You're looking for a place to plant your roots. Iowa is the place to do it. We have great schools, safe neighborhoods and we are recognized as a Top Military Friendly State by the Military Officers Association of America.

Iowa is also a place full of opportunity. In fact, Iowa businesses have made a pledge to hire more than 10,000 qualified veterans. It's no wonder Iowa is ranked #1 for most veteran job opportunities by WalletHub.

Let the tools and programs of Home Base Iowa make your life simpler. We can help you find a job, apprenticeship or education, and we can provide down payment assistance on a home and more.

You've served your country with honor. We'd like to return the favor.

Learn more about what Iowa has to offer you at HomeBaseIowa.gov.



HomeBaseIowa.gov



HOME BASE IOWA

Contact:

Jason Kemp

Home Base Iowa Program Manager

Jason.kemp@iowa.gov

O) 515.725.3149